



Faith Marketing Plan Proposal
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Background

In recent years the Christian film market has been on the rise. In 2017, the top seven Christian films made over \$130 million (Law, 2017). *Faith* is a Christian film that follows a father's struggle with his belief after his son's suicide. This film has the potential to connect with both Christian and secular audiences. The struggle of teen suicide is an important topic for many modern American families. This film will appeal to those who have lost a loved one to suicide and are wrestling with their own faith.

The Players

Christian Business Owners:

The Christian business owner is a potential partner for any Christian based film. Over half of the U.S. population (56%) has said that religion is important to them. Both these consumers and business owners have expectations for social concern and stewardship when it comes business practices. Their religious values are steeped into the ways in which they run their businesses and interact with their customers. Their Christian principles mean that they place people ahead of profit. In addition, Christian identified consumers who know that a business is Christian-oriented will have higher service expectations due to the fact that "a firm's identity becomes more attractive as consumers perceive greater similarity between the company's core values and their own salient values on which they are schematic" (Taylor & Halstead, 2014).

Millennial Consumers:

The Millennial consumer is one of the larger generations and they are about to enter their prime spending years. This group accounts for 29% of box office sales and is leading the charge in the use of streaming services. Movio CEO, William Palmer, stated that "millennials are in a transitional phase of their life...they don't exhibit consistent behavior as a group" (Doty, 2016). Therefore it is important to focus on gaining their loyalty through sincere relationship management. Older millennials (those over 30) are spending "17% more at the movies and 27% more on concessions," compared to millennials under 25 (Doty, 2016).

Based on a study conducted by Palmer's company, older millennials are spending more in the following areas:



Millennials are the only generation that has not needed to adapt to the digital era. The group uses internet, mobile technology and social media networks and form a lot of their social connections online. While many millennials form their communities online, practicing Christian millennials still go to church at least once a month and prioritize the bible as their moral compass. They may not be in physical church as much as their parents but they still interact with the Christian community using social media platforms.

Things to look out for with millennial consumers:

- Millennial adults exhibit “the highest levels of political and religious disaffiliation recorded for any generation in 25 years” and 30% say they are not affiliated with any religion (Taylor & Halstead, 2014).
- Non-practicing millennials are ambivalent or even antagonistic about religion and are often skeptical of the bible and certain Christian practices.

What to Look out for

When working with the Christian target audience they hold their businesses to different standards. Even businesses which aren't specifically Christian based have seen pushback from the community in response to their business practices.

In 2008, a McDonald's US executive, Richard Ellis, was forced to resign after the company made a \$20 thousand donation to the National Gay and Lesbian Chamber of Commerce and Ellis took a seat on their board. The Christian based American Family Association (AFA) called for its members to boycott the store.

In 2006, Walmart was protested after their support of gay rights. After the AFA called for a boycott of Thanksgiving day sales, the company released a statement saying that

they would “no longer make corporate contributions to support or oppose highly controversial issues,” (Swimberghe, Sharma & Flurry, 2011).

Today’s modern family has begun to reflect the diverse makeup of the American public. However, there are still traditional Christians who hold onto the core values which caused the boycotts of Walmart and McDonald’s. It is important to know the risk of offending such consumers, which will result in a loss of brand loyalty. For example, if one of your actors or producers are found to be participating in practices which do not align with the core Christian values you may face some negative feedback from the community. If you ever find yourself facing this situation be sure to focus on the core Christian values of the film and its characters as the true representation of the *Faith* brand.

Faith-based Genre and Hollywood

Director Jon Erwin worked on the film *Woodlawn* with Sean Astin in 2015. He discussed classifying the faith based genre in a 2016 interview with Heidi Honeycutt:

Is ‘faith-based film’ a genre...I think just about any genre can be explored through a faith-based lens. The set of parameters defining a faith-based film is content that reaffirms and explores a certain value system, ultimately expounding Christianity in the Bible. Some films do that in a very overt way, like *Woodlawn*, and some in a more subtle way, like *Soul Surfer* or *The Blind Side*
(Honeycutt, 2016).

Erwin experienced backlash from liberal Los Angeles when marketing his faith based films. He said:

I think that in Hollywood there has been a certain disdain for Middle American values and our way of life. One of the reasons I choose not to live in Los Angeles is that I have got to keep my finger on the pulse of the audience I serve, and the audience I serve is in Middle America
(Honeycutt, 2016).

Erwin went on to mention that Hollywood stopped making fun of the comic book audience as soon as they realized the monetary potential that group held for profits. The faith based audience has just as much money to spend on movies as the comic book audience and could provide faith based films with large monetary profits (Honeycutt, 2016).

The Target Audience

Based on the results of a 2018 survey:

Demographics:

Gender: Female (55%) and Male (45%)

Ethnicity: White

Age: 18-34 (also significant number of 35-54)

Religion: Christian

Educational Level: Bachelor's Degree

Location: United States

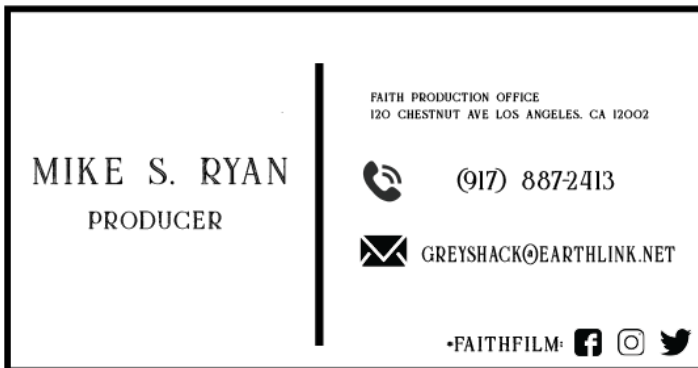
Psychographics:

- Likely to use social media to communicate with a film
 - The younger group (18-34) are more likely to be found on Facebook or Instagram
 - The older group (34+) will be found on Facebook and will use websites for information
- Use streaming services such as Netflix and Amazon Prime

Working Logo



Business Cards:



Proposal: **Marketing Strategy for Faith**

Objectives:

1. To build and maintain an active fan base through social media.
2. To utilize focus groups and screenings to build a relationship with the faith-based community.
3. To work cross-functionally between internal and external stakeholders to achieve positive exposure for the film.

Step 1: Begin Building Your Social Media

1. Set up Facebook, Twitter & Instagram accounts:
 - a. Start with working logo for profile picture on all accounts
 - b. Use log line to tell audience what the film is about
 - c. Invite religious leaders, bloggers, and churches to like your pages
 - d. Begin building buzz by posting pictures and statuses during production.
 - e. Utilize your actors to help create buzz.

2. These accounts will allow for a space in which *Faith* can interact with its current and potential audience. Each page will remain active throughout the year and will allow followers and all other stakeholders to post and interact with each other in regards to the Christian film industry.

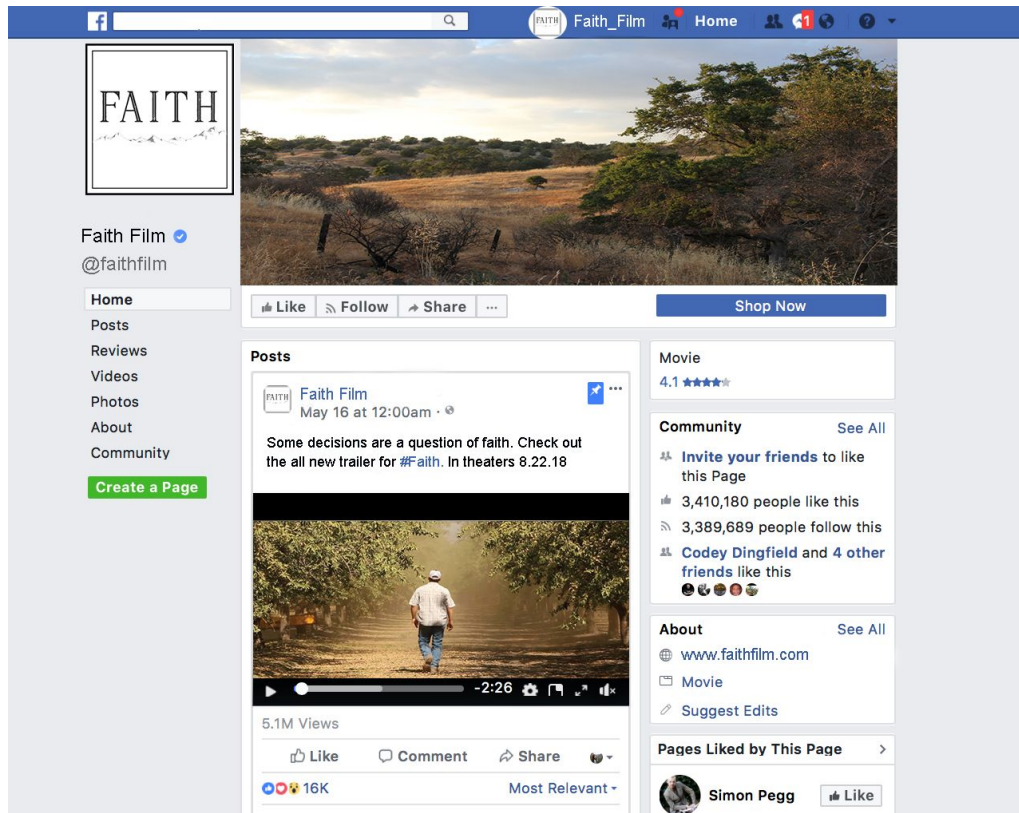
3. This social media plan will start building your audience organically and move into paid social closer to the release of the film. Paid social, or paying to promote your posts/page, will allow you to extend a farther reach and gain a larger following. I will touch upon the paid social [below](#).

Facebook:

Facebook users tend to be age 30 or older. The messaging of the posts on this platform will cater to this audience by focusing on the family aspects of the film. Try to share articles in which your film has been mentioned or share clips from news stations covering your set. Focusing on the father and his family struggle is something this age demographic relates to which will provide for more engagement.

Goals:

- Inform the potential audience and build the relationship between followers and the film.
- Gain 50+ followers each month



During production:

Posts can feature basic behind the scenes photos, quick clips with the directors or actors and promotional information leading up to festivals and premieres. Try to focus on the father figure, interview Menchaca about his character and role and use quotes and clips in posts.

These posts should have the most paid/featured advertising so that you can connect with your desired target audience and build your following before the film premieres. Facebook and Instagram allow you to customize your advertising settings which allows you to choose a precise group of people to reach with your advertising. This will allow for the biggest bang for your buck while advertising on this platform. For more information click [here](#).



During Festival run:

Posts will update audience on which festivals the film is participating in and announce any awards won.

FAITH **Faith** ...
June 9 at 6:00am · 🌐

If you're in the NYC area this weekend come check out Faith on the festival screen!
[#tribecafilmfestival](#) [#festivalseason](#) [#nyc](#) [#faith](#)



42K Views

👍 Like 💬 Comment ➦ Share

👍👎👤 3K Most Relevant ▾

644 Shares

Before official premiere:

Posts will promote the film’s release using print materials, original photos, posters, trailers, interviews etc.

After premiere:

Posts will keep the page active through updates on any additional awards, DVD releases, and anniversary posts (1 year film premiere anniversary). Posts will also engage the Christian community by highlighting other projects our actors and directors are involved in.



Instagram:

This page will focus more on picture and video content and the use of the Instagram story.

Most of the users of this platform are between the ages of 18-29. Therefore, fun and engaging posts are key to gaining followers. You will want to utilize the story feature heavily during production. Finding celebrities or regular influencers will also be important in gaining a following. These would be your actors or other celebrities present in the religious film industry such as [Sarah Drew](#) from Grey's Anatomy. Regular influencers such as [Rich Wilkerson Jr.](#) have a huge following and are a trusted source of information for your target market. Having these influencers feature your poster in a post or give a shoutout to *Faith* on their stories will advertise your film to a larger audience. For example, Sarah Drew has 2.5 million followers who potentially view her story each day. These individuals can tag your page in their posts so their followers can engage with you.

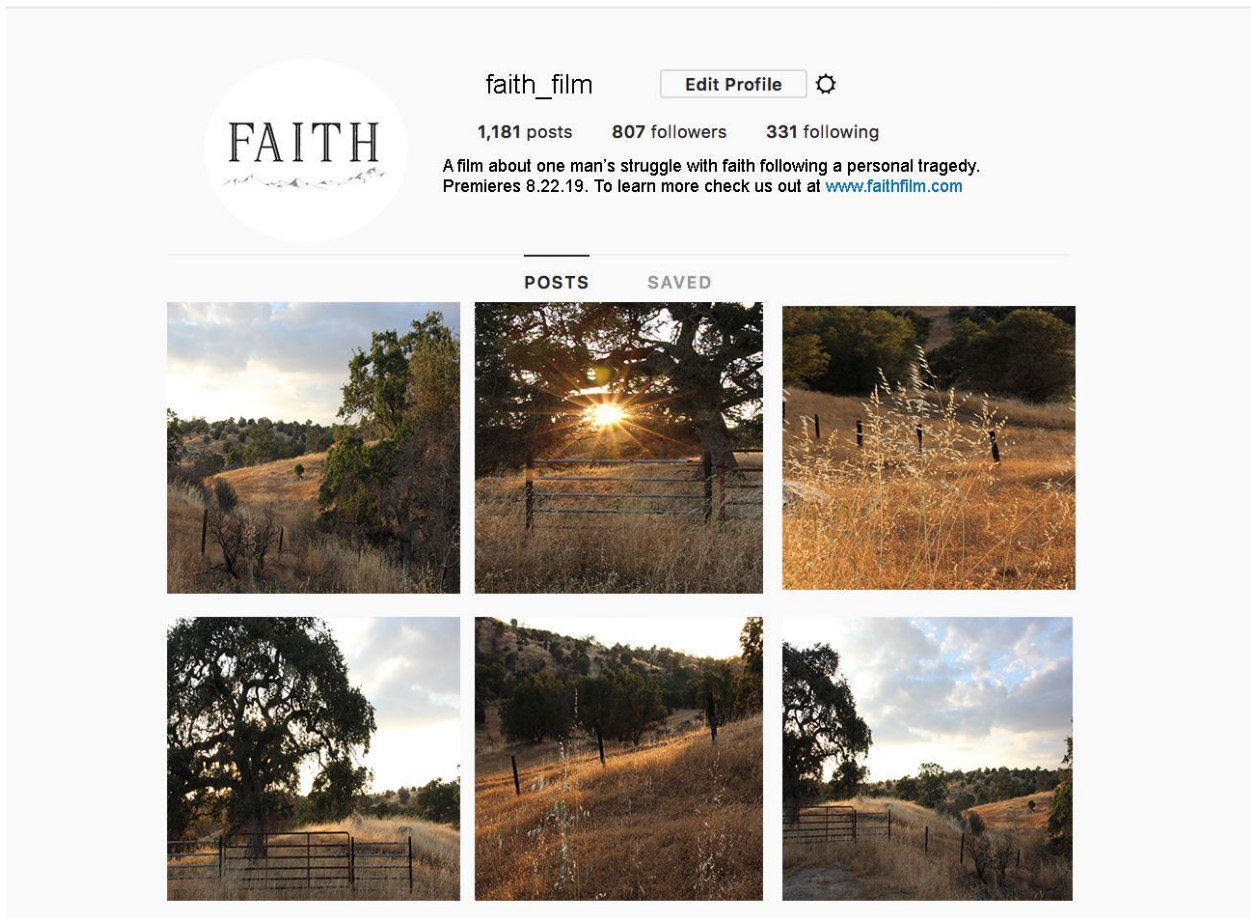
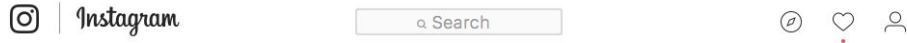
Goals:

- Inform the potential audience and build the relationship between followers and the film.
- Gain 80+ followers each week

To organically gain Instagram followers:

- Use hashtags: Hashtags such as *#faith #church #christian #christianfilm #indiefilm #marcmenchaca #norajanenoone #ozark* etc.
- Make sure the *#faithfilm* is in your page bio so users know how to tag you
- Follow back those who like your photos
- Follow certain hashtags: You can follow hashtags by tapping them and choosing follow. This will put those hashtags on your feed. You could follow *#faithfilm* to see who is posting about your film. I would also suggest following *#faith* or *#christianfilm* or *#christianfaith* and find people to follow, like user photos and comment. This will encourage others to interact with your account.
- Participate in relevant (to your film and its ideals) trending conversations or hashtags

- Influencers:
 - Use individuals from your Twitter lists and popular influencers in the Christian/Indie film market
 - Turn on post notifications for these individuals so that you are notified of their new content
- Closer to your premiere pay to have sponsored (featured) posts.
 - Customize the advertising settings to reach your desired target market and your posts will show up directly in their newsfeed



During production:

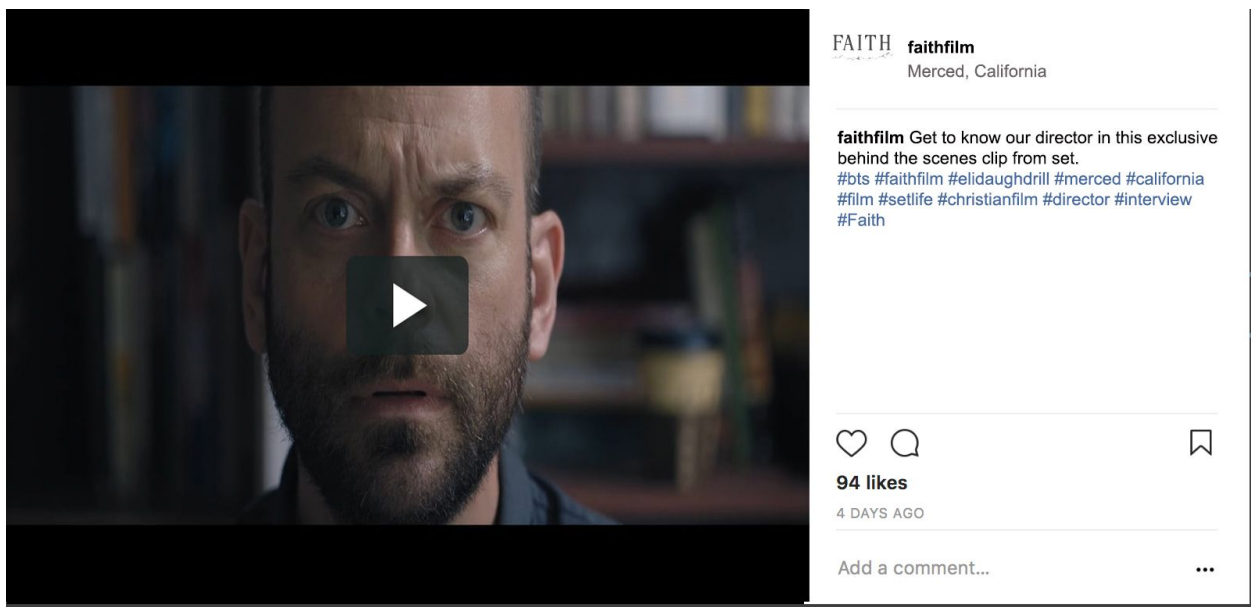
Posts can feature basic behind the scenes photos, quick clips with the directors or actors and promotional information leading up to festivals and premieres.

Stories will feature actor “takeovers” in which a viewer can follow an actor around set for the day. You can also ask your actors to just stay active on their own personal stories while on break or in hair and makeup. This is also a good way to gain followers. The actor can use @faithfilm or @elidraughdrill to link viewers from the story directly to the official account.

These are the posts which should feature the most paid advertising because they help you build that large audience before you premiere. It will get the trailers and pre-premiere info out to your target audience which will build buzz around the film.

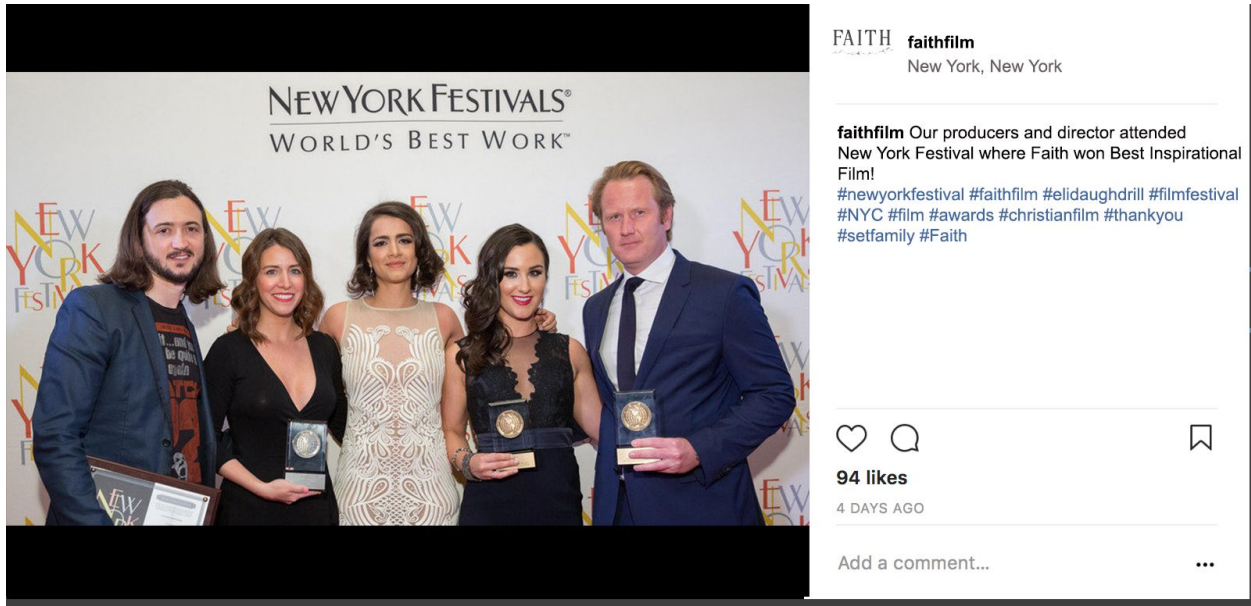
Example: Check out [Sarah Hyland](#) for inspiration underneath her “featured story” section for #theweddingyear.

In this story she provides users with a tour of her dressing room, brings them on wardrobe prep for her character, and frequently highlights the Director and DP. She will post pictures on her story featuring her script binder, behind the scenes monitor screenshots, and pictures with her coworkers. She also worked to engage Modern Family fans by posting a story with her a fellow MF coworker stating “shout out to Modern Family fans, check out who else is in *The Wedding Year* with me”.



During Festival run:

Posts will update audience on which festivals the film is participating in and announce any awards won.

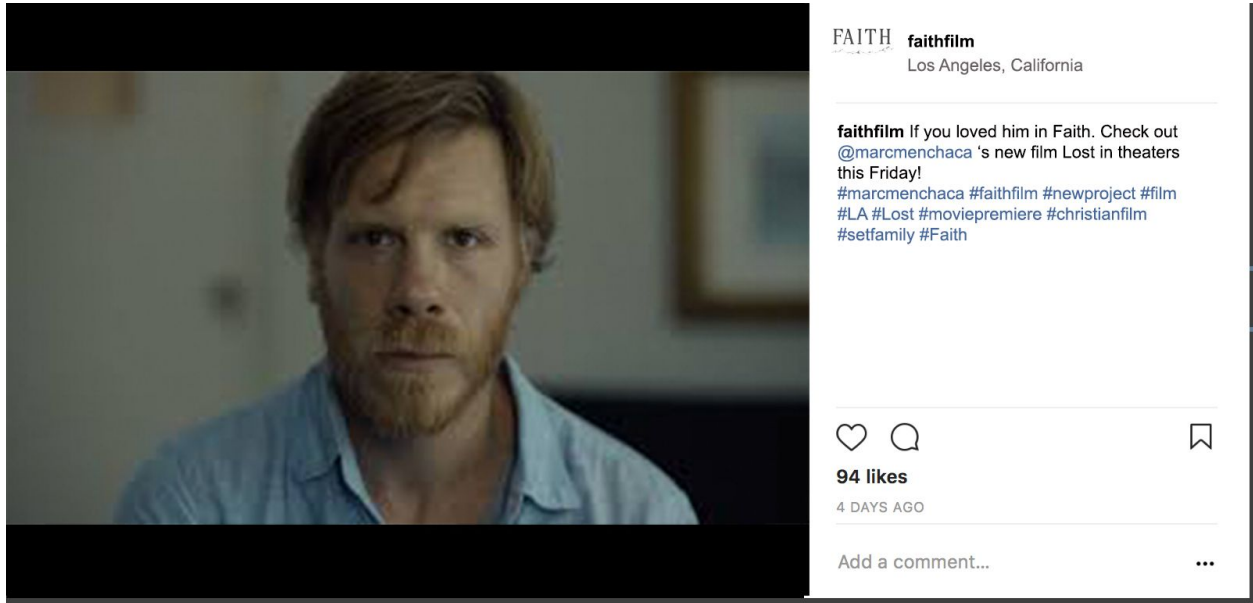


Before official premiere:

Posts will promote the film’s release using print materials, original photos, posters, trailers, interviews etc.

After premiere:

Posts will keep the page active through updates on any additional awards, DVD releases, and anniversary posts (1 year film premiere anniversary). Posts will also engage the Christian community by highlighting other projects our actors and directors are involved in.



Twitter:

The audience of this platform are younger (18-29) but there are a significant number of adults between the ages of 30 and 54. The posts on this site should be a mixture of the Facebook and Instagram strategies since the audience is a mix of the two audiences. Showcase the family aspect while highlighting the actors and behind the scenes content. You should encourage your actors to tweet about their film experience and tag your account in their posts. If you have any brands (Carhart, Labatt, KIND) featured in your film, ask their marketing team if they would feature your film on their page and be sure to hashtag the brand names in clips where their logos are featured.

Goals:

- Inform the potential audience and build the relationship between followers and the film.
- Gain 50+ followers each month

To organically gain followers utilize Twitter Lists:

- Lists can help you keep track of important players in the faith film industry, actors and social media influencers.
- To create a list:
 - Visit your Lists page via the gear icon drop-down menu or by clicking Lists on your profile page
 - Click Create List
 - Name the List & provide a description
 - Designate the List as Public or Private
 - Save the List
- To add or remove people:
 - Use the person icon drop-down menu on somebody's profile
 - Choose add or remove from Lists
 - Choose the List you would like to add the person to or uncheck the List the person was already a member of
- Who to add to your list:
 - Influencers = Your actors, big christian or indie film stars.
 - Newsmakers = CNN, BBC, or Christian papers. You can keep up to date on current world issues which may be appropriate for your page to chime in on
 - People who Re-Tweet you: These are people who interact with your page a lot. Show them some love by liking or retweeting any of their tweets which pertain to your film.
 - People your page chats with: Keep up to date on your main followers.

- Competitors: Find other similar films which are premiering around the same time as your film. This allows you to keep up to date on their marketing strategy and compare their audience engagement with your own.
- Yourself: People who subscribe to your list are guaranteed to see your tweets.
- Sample List for *Faith* Twitter page:
 - [Marc Menchaca](#)
 - [Nora-Jane Noone](#)
 - [Jason Butler Harner](#)
 - [Sarah Drew](#)
 - [Erin Bethea](#)
 - [Sean Astin](#)
 - [Indivisible](#)
 - [Women of Faith](#)
 - [Faith & Freedom](#)
 - [Rich Wilkerson Jr.](#)
 - [DawnChere Wilkerson](#)
 - [Steven Furtick](#)
 - [Wash Post Faith](#)
 - [On Faith](#)
 - [Christian Movie buzz](#)
 - [Christian Film](#)
 - [God's Not Dead](#)
 - [Pure Flix](#)
 - [Christian Cinema](#)
 - [The Case For Christ](#)
 - [ABC News](#)
 - [CNN](#)
 - [FOX](#)
 - [BBC](#)
 - [Chick-fil-A](#)
 - [Hobby Lobby](#)
 - Churches you do focus groups at
 - Businesses who partner with you on the film for product placement, catering, etc.

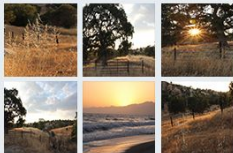


Tweets 15K Following 4,946 Followers 22.8K Likes 1,799 Lists 6

Follow

Faith @faithfilm

Merced, CA
www.faithfilm.com
Joined December 2008
1,890 Photos and videos



Tweets Tweets & replies Media

Faith @faithfilm Aug 20
Join us this Friday, August 22nd, for the premiere of Faith in LA Special appearance by @MarcMenchaca and @JasonHamer #faithfilm #christianfilm #premiere #indiefilm #movies #fridayfun



New to Twitter?

Sign up now to get your own personalized timeline!

Sign up

You may also like · Refresh

- EmersonAlumni @EmersonAlumni
- ECStudentAffairs @ECStudentLife
- ArtsEmerson @ArtsEmerson
- Boston College @BostonCollege

During production:

Posts can feature basic behind the scenes photos, quick clips with the directors or actors and promotional information leading up to festivals and premieres. Retweet other projects from your actors.

 Faith  @faithfilm Aug 8 

Faith is happy to showcase hometown beauty in our set locations. Stay tuned for more behind the scenes content. [#bts](#) [#film](#) [#Faith](#) [#cali](#)



Film set in Director's Hometown, Making Waves.
The town of Merced is buzzing with energy as cast of Ozark arrive to begin shooting a film directed by local, Eli Draughdrill.

collider.com

 13  201  723 

During Festival run:

Posts will update audience on which festivals the film is participating in and announce any awards won.



Before official premiere:

Posts will promote the film’s release using print materials, original photos, posters, trailers and quotes from crew, cast and director.

After premiere:

Posts will keep the page active through updates on any additional awards, DVD releases, and anniversary posts (1 year film premiere anniversary). Posts will also engage the Christian community by highlighting other projects our actors and directors are involved in.



Website:

Based on our survey results, 24% of people would interact with your film on a website. Of those respondents 30% were between the ages of 35-54.

The name faithfilm.com has already been taken. If you would like to purchase this name you would have to buy it back from whoever currently owns the domain. GoDaddy can try and buy it back for you for \$69.99 + commission. I would recommend purchasing www.faithfilm.info.com. The dot com domain is the most trusted URL format and this is a cheaper option than buying back the other domain. There is also no guarantee that GoDaddy will be able to get the domain back for you.

Here are alternative website names you could use:

Faithfilm.info - \$1.99

Faithfilm.info.com - \$11.99



Step 2: Focus Groups at churches

1. Conducting focus groups comprised of your target market will give helpful feedback on the film, its trailers and advertising materials.
2. Two structures for each focus group:
 - a. The first will begin with the advertising materials and get unbiased feedback on their content. Then the group will move into a trailer for the film and then end with clips from the film.
 - b. The second structure will begin with clips from the film and then move into the trailer and advertising materials. The goal of this focus group will be to receive feedback on how well the audience believes the advertising materials reflect the film.
3. There should be one of each focus group conducted in at least 5 different mega churches in order to have viable data.
4. Offer tickets to the film's premiere as a thank you for participating in the focus group.

Examples of churches to reach out to for focus groups:

C3 Church San Diego <https://c3sandiego.com>

Grace Church San Diego <http://gracesd.com>

Reliance Community Church <https://reliancecommunity.church>

The City Church <http://thecityventura.com>

Faith Community Church <http://www.faithtoyou.com>

Step 3: Building Buzz & Festivals

5. Festivals

a. [Christian Worldview Film Festival](#)

- i. March 11-16th 2019 in Franklin, TN.
- ii. Festival Mission: “The Christian Worldview Film Festival exists to facilitate community, learning, and encouragement among filmmakers seeking to glorify God in their craft. “

b. [Sydney Indie Film Festival](#)

- i. Active on social media
 1. Over 3,000 followers on Facebook and 55,000 on Twitter.
- ii. Festival Mission: “The Mission of the Sydney Indie Film Festival is to bring opportunities for independent filmmakers and great cultural entertainment to the community by showing stories from around the world, uniting the power of great cinema and the joy of fantastic food, to bring friends and families together in an inspiring experience, to celebrate life, stimulate great talks with old friends, and make new ones.”

c. [Green Bay Film Festival](#)

d. [Park City International Film Festival](#)

- i. Park City, Utah.
- ii. Festival Mission: “The goal of the Park City International Film Festival (PCIFF) is to bring families of all ages, together to enjoy movies from all over the world for two days of free films!”

Step 4: Building Buzz with the church community



1. Screenings at large churches and local theaters in those towns.
 - a. [Life Center](#) in Spokane, Washington
 - i. Large non denominational church
 1. Each service is attended by a few hundred people
 - ii. Active on social media
 1. [Facebook](#) - Followed by 6,738 people and liked by 6,765. They post frequently and most of their posts receive high interaction
 2. [Instagram](#) - Followed by 2,395 people. They have a couple hundred likes on each post. Mix of videos and photos.
 3. [Youtube](#) - Smaller following of 232 subscribers.
 - iii. Family centered church
 1. Child care, children's church and vacation bible school.
 2. Active youth group.
 - iv. Willing to take on issues affecting the modern American
 1. Sermon on [May 21st](#) focused on the inequality gap between men and women
 - b. Sample plan:
 - i. Offer screening of the film to the congregation
 - ii. Coffee cups and sleeves
 1. Leading up to the screening donate coffee cups or sleeves with the *Faith* name and social media handles. This church has a free coffee cafe which it offers to its members before and after service. The cafe serves as a conversation center and community building outlet within the church. Most large churches have a similar set up and coffee cups would be a good way to spark a conversation about the film.
 2. [Sleeves](#)
 - a. 1000 per case. 2-5 cases - \$90.00/case
 - i. Plus \$50 one time artwork setup fee
 3. [Cups](#)
 - a. 1000 per case. 1-4 cases - \$125.00/case
 - i. Plus \$100 one time artwork setup fee
 - b. [Lids](#) - 1000 per case. 1 case - \$47.50/case

Sample cup design:



2. *Screenings at local theaters*

- a. Once a few churches have held screenings or focus groups, open the film to the community by offering a “weekend only” premiere at a local theater. From a Thursday to a Sunday hold multiple showings of *Faith* for one weekend in the same town.
- b. Looking for theaters and churches in the towns holding the festivals you are entering might be a good place to start this process.

3. *Connect with larger youth gatherings throughout the country*

a. [ELCA](#) gathering

- i. Every three years, 30,000 high school youth and their leaders travel to a city for a week of fellowship and volunteer work.
- ii. The last gathering was held in Detroit, MI.

PLACES	PEOPLE	CREATED	DONATED
3,200 vacant lots cleared 26 dumpsters filled 99 picnic tables built	Almost 30,000 youth, adults and volunteers in attendance 400+ buses utilized each night 1,500 communion assistants for worship	2,033 mural boards created to beautify Detroit 4,000 warm hats made	More than 1,000,000 diapers collected 1,425 backpacks filled and distributed Over \$800,000 collected for ELCA World Hunger's Walk for Water

- iii. This year's gathering will happen in Houston, TX.
- iv. During the week they offer nightly activities for the kids and volunteers to participate in. Offer the film as a movie night experience at the event. Positive publicity being connected with this event, the participants are from all over the country and those who see the film can bring back positive word of mouth reviews to their hometowns.

4. Look out for gatherings and [conferences](#) throughout the country which you can utilize as screening venues or marketing opportunities for the film.

Step 5: Release official trailers and advertising materials

1. Use paid social media.

a. Youtube

- i. You can control who sees video based on [location](#), demographics, and interests.
- ii. [Plans](#) start at \$10 a day for local ads. Right now they have a special to receive \$100 free credit when you spend \$25 on video ads.

b. Facebook

- i. Tips for making facebook ads:

Photo Facebook ads

- Facebook ad specs: One image plus text
- Campaign types: All except video views
- Facebook ad image sizes: 1200 x 628 pixels
- Text limit: 90 characters
- Headline text limit: 25 characters

Video Facebook ads

- Facebook ad specs: One video plus text
- Campaign types: All
- Facebook ad image sizes (thumbnail): Minimum width 600 pixels; match length to video aspect ratio
- Text limit: 90 characters
- Headline text limit: 25 characters
- Facebook ad dimensions: Video aspect ratio of 16:9 (full landscape) or 1:1 (square) for all objectives; other aspect ratios available for specific campaign types
- Maximum video length: 120 minutes

Facebook Carousel ads

- Facebook ad specs: Up to 10 photos or videos plus text. These are the ads that you swipe through, usually utilized by clothing companies or retail stores
- Campaign types: All except post engagement and product catalog sales
- Facebook ad image sizes: 600 x 600 pixels

- Text limit: 90 characters
- Headline text limit: 40 characters (for images) or 25 characters (for video)
- Maximum video length: Two minutes combined

ii. [Facebook Pricing Strategy:](#)

1. Choose campaign strategy. With *Faith* we want to aim for an awareness/consideration objective in order to build our fan base.

What's your marketing objective?		
Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Product catalog sales
	App installs	Store visits
	Video views	
	Lead generation	

2. Target the audience we want to reach. A unique tool is the Lookalike Audience function. Once we have a base of followers Facebook can target our ads at individuals who are similar to our current fan base.

Create a Custom Audience

How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.

Customer File

Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.

Website Traffic

Create a list of people who visited your website or took specific actions using Facebook Pixel.

App Activity

Create a list of people who launched your app or game, or took specific actions.

Engagement UPDATED

Create a list of people who engaged with your content on Facebook or Instagram.

31

3. Budget and Schedule. You can choose how much you want to spend and when you want the ad to be seen. With a smaller budget scheduling with a specific start and end date/time will be the best use of money. You can set up when your audience is most likely to be online.

Budget & Schedule
Define how much you'd like to spend, and when you'd like your ads to appear. [Learn more.](#)

Budget ⓘ Daily Budget ▾
\$11.00 CAD

Actual amount spent daily may vary. ⓘ

Schedule ⓘ Run my ad set continuously starting today
 Set a start and end date

You'll spend no more than **\$77.00** per week.

Optimization for Ad Delivery ⓘ

Post Engagement ▾

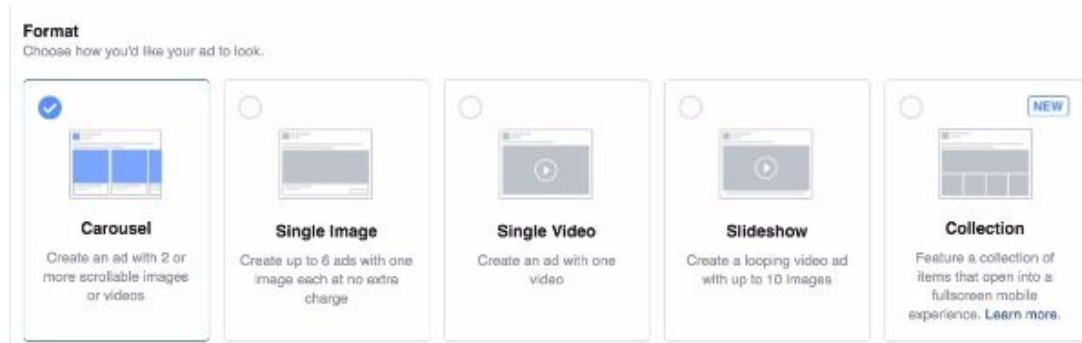
- Bid Amount** ⓘ **Automatic - Let Facebook set the bid that helps you get the most post engagements at the best price.**
 Manual - Enter a bid based on what post engagements are worth to you.

- When You Get Charged** ⓘ **Impression (CPM)**
 Post Engagement

- Ad Scheduling** ⓘ **Run ads all the time**
 Run ads on a schedule
Ad scheduling only works with lifetime budgets.

- Delivery Type** ⓘ **Standard - Show your ads throughout the day - Recommended**
 Accelerated - Show your ads as quickly as possible
-

4. Create your ad. If you have the materials set up with the earlier listed [specifications](#) it will be an easy set up through Facebook's step-by-step instructions.



c. *Twitter*

- i. Promoted Account
 1. Gives *Faith* more visibility and helps people find our account before the premiere. Will help us build followers from those who should be interested in our product.
- ii. Promoted Tweets
 1. Highlight specific tweets/status updates and puts you at the top of the search results for specific keywords. You can promote your tweet with the trailer or poster.
- iii. Promoted Trends
 1. Topics and hashtags which move to the top of the trending topics list. Building mass awareness for product launches, building mass awareness for events and brand building by association.
- iv. Pricing strategy
 1. Gain new follower by paying to promote our page in the “who to follow” section. They will give you a range for how much each follower could cost and you can choose how much you

spend each day.

2 Gain new followers by promoting your account

Twitter will display your account prominently in the Who to Follow section to users that are most likely to be interested in your account. You only pay for new followers that you gain.



Spend no more than: \$ per day [?](#)

You will be charged between: \$0.01 and \$ 1.25 for each new follower

We recommend a maximum bid of at least \$1.25. [?](#)

PREVIEW

Who to follow - Refresh · View all

-  **Kristi Hines** @kikolani
Followed by J. Person
[Promoted](#) - Follow
-  **Twitter Ads** @TwitterAds
Followed by K. Person
Follow

[Start promoting your account](#) [Skip for now](#)

2. Promoting Tweets. You are given an estimate and are able to set a limit to how much is spent each day. You can choose if the tweets are automatically generated or manually choose which 5 are promoted.

3 Amplify your message by promoting your Tweets

When you promote your Tweets, Twitter will prominently display your most engaging Tweets to your followers and those with interests similar to your followers.

Spend no more than: \$ per day [?](#)

You will be charged between: \$0.01 and \$ 0.75 for each click

We recommend a maximum bid of at least \$0.75. [?](#)


How do you want to select Tweets?









Automatically refresh to include your newest, most engaging Tweets. [More info](#)

Manually select your Tweets

[Promote a new Tweet](#)

Preview your 5 Promoted Tweets

Click  below to stop any Tweet from being promoted.

-   **Kristi Hines** @kikolani
NEW: How to Create a Sales Page for Your Own Products [bit.ly/P8FM11](#) Guest post by @DominoConnect 3h
-   **Kristi Hines** @kikolani
The Ninja's Guide to Google Alerts [bit.ly/S4akIV](#) via @sejournal by @matwoodwarduk 5h
-   **Kristi Hines** @kikolani
9 Ways to Repurpose Content [bit.ly/QzP9ll](#) via @evergreensearch 7h
-   **Kristi Hines** @kikolani
How Google Panda & Penguin Affect Link Building (Past, Present & Future) [bit.ly/NVZG2M](#) via @cognitiveSEO 10 Sep

[Start promoting your Tweets](#) [Skip for now](#)

d. Instagram

- i. Similar structure to Facebook. Keep to the photo, video and carousel options.
- ii. Pricing will be similar as well where you can choose a daily limit.

2. Traditional media outlets.

- a. Poster distribution to theaters where the film will be released.
- b. Commercial time for the trailer.
 - i. Choose bumpers around christian based talk shows, family game shows and features on local channels.

Outside Recommendations

Where to get the film seen:

1. Screen the film at megachurches
 - a. Provides initial feedback
 - b. Invite local pastors to screenings at hometown theaters
 - i. If you get the pastors excited about the film they will bring it back to their congregations
 - ii. Get the film reviewed on Christian consumer websites such as [Faith Driven Consumer](#). They are viewed by families and [evaluate](#) films for their viewers.

Other markets:

1. Philippines
 - a. *God's Not Dead* made almost \$2 million
2. South Africa and Nigeria

“Nigerian film industry, nicknamed “Nollywood,” itself produces mostly faith-based films with family values, of which roughly 20 percent have overt Christian themes, according to the newspaper *Christianity Today*” (Box Office Prophets).

Budget

Appendix A will have a breakdown of costs

Production:	Faith Marketing Budget			Budget Draft Date:	6/27/2018	
Coordinator:	Devan Brady					
Location:	Merced, California					
Account #	Category	Specifics	Cost	w/Tax	Budget	Actual Cost
	Materials					
1	Print Materials	Posters, programs, cards, graphic designer	\$0.00	\$0.00	\$3,700.00	\$0.00
2	Digital Materials	Video Trailers	\$0.00	\$0.00	\$1,700.00	\$0.00
MATERIALS LINE TOTAL:						\$0.00
	Social media					
2		Facebook	\$0.00	\$0.00	\$2,000.00	\$0.00
3		Instagram	\$0.00	\$0.00	\$1,500.00	\$0.00
4		Twitter	\$0.00	\$0.00	\$1,000.00	\$0.00
		Youtube	\$0.00	\$0.00	\$500.00	\$0.00
		Website	\$0.00	\$0.00	\$500.00	\$0.00
SOCIAL MEDIA LINE TOTAL:						\$0.00
	Events					
5	CCP	Coffee Cup Sleeves (4 cases)	\$410.00	\$0.00	\$420.00	\$0.00
6	CCP	Coffee Cups (4 cases)	\$600.00	\$0.00	\$650.00	\$0.00
7	CCP	Coffee Cup Lids (4 cases)	\$190.00	\$0.00	\$220.00	\$0.00
8		Focus Groups	\$0.00	\$0.00	\$4,000.00	\$0.00
9			\$0.00	\$0.00	\$0.00	\$0.00
8			\$0.00	\$0.00	\$0.00	\$0.00
009			\$0.00	\$0.00	\$0.00	\$0.00
010			\$0.00	\$0.00	\$0.00	\$0.00
EVENTS TOTAL:						\$0.00
014	Other					
015		Shipping Costs	\$0.00	\$0.00	\$500.00	\$0.00
017			\$0.00	\$0.00	\$0.00	\$0.00
OTHER TOTAL:						\$0.00
TOTAL:						\$0.00
TOTAL ESTIMATE:						\$16,690.00
TOTAL ACTUAL:						\$0.00
OVER/UNDER BUDGET						\$0.00

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Appendix A

Budget Breakdown:

Print Materials:

Poster: \$28.00/poster (24" x 40" poster)

\$28.00 x 85 = \$2,380

Poster Designer: (Per-project agreement allows you more room to edit) \$1,200

Flyers: 500 Flyers = \$60.74 (dependent on paper and color choices)

Business Cards: 250 Business cards = \$16.19 (dependent on paper and color choices)

Digital Materials:

Movie Trailer (to send to distributors): \$30-\$40/hour for edits

\$40 x 40 hours = \$1,600

Social Media:

Facebook: \$26.60 a day.

\$26.60 x 75 days = \$2,000

Instagram: \$20 a day

\$20 x 75 days = \$1,500

Twitter: \$13.30 a day

\$13.30 x 75 days = \$1,000

Youtube: \$6.66 a day

\$6.66 x 75 days = \$500

Website - \$500

\$11.99 to purchase www.faithfilminfo.com

\$488 for design budget

Events:

Coffee Cup Promotion

Coffee Cup Sleeves: \$90 a case (1,000 sleeves/case)

\$90 x 4 cases = \$360 + \$50 artwork fee = \$410

Coffee Cups: \$125 a case (1,000 cups/case)

\$125 x 4 cases = \$500 + \$100 artwork fee = \$600

Coffee Cup Lids: \$47.50 a case (1,000 lids/case)

\$47.50 x 4 cases = \$190

Focus Groups: 1 evening of 2 sessions :\$4,000-\$10,000

Item	Cost
Moderator	\$2,400-\$2,800 (per session) (You could have an office coordinator or producer do this for their day rate)
Observer meals	\$10-20/head (You really only need one or two observers)
Respondent meals	\$12/head
Recruiting	\$85-90/head (The church can do this for you)
Room	\$800/evening (Free if you do it at the church)
Stationery video	\$300
Total (two-session evening)	\$4,000-\$10,000

Appendix B

How Faith Driven Consumer evaluates religious films:

Five Criteria Categories

Overall Faith and/or Biblical Relevance (Scale 1-5; 5 is most faith-compatible)

If the film is based on a biblical story, how compatible or incompatible is the film with the actual bible story on which it is based? If the film is not an adaptation of a biblical story, how compatible is the film overall with Christian / biblical values?

Faith-compatible Depiction of Characters and Character Relationships (Scale 1-5; 5 is most faith-compatible)

Are the characters depicted in ways that would honor God and be in keeping with a biblically orthodox worldview? Are relationships between characters resonant of the love and respect that God teaches in the Bible? If not, what are the ways that the film fails in its depiction of characters to honor God.

Faith-compatible Depiction of Situations (Scale 1-5; 5 is most faith-compatible)

Are the situations in the film and their resolutions compatible with a Christian worldview? Do the situations and their outcomes resonate with themes in the Bible or do they pose contrary perspectives?

Family Viewing Suitability (Scale 1-5; 5 is most faith-compatible)

Through the lens of faith compatibility, how appropriate is this film to share with your children? Are there age considerations that should be noted?

Entertainment Value (Scale 1-5; 5 is most faith-compatible)

As a person driven by faith, how entertaining did you find the film? Were there elements that you enjoyed more than others? Or were there opportunities where the film may have been better/more entertaining? Here is where we share observations on production value, cinematography, musical score, quality of acting, etc.

Faith Driven Consumer's reviews for comparable films to *Faith*:

All Saints

Summary: Based on a true story, ALL SAINTS is the inspiring, often humorous, tender-hearted tale of a salesman-turned pastor who is sent by his bishop to shut down a dying Episcopal church in Smyrna, Tennessee. But God clearly has other plans in store for the tiny flock when a group of Anglican refugees from Southeast Asia shows up seeking help and a place to worship. With the clock ticking, the congregation rallies alongside the new immigrants to plant seeds that just may save them all.

Review sample:

ALL SAINTS is a solid movie that offers an inspiring story that will touch the hearts of both faith-driven and secular moviegoers alike. It is well-written and nicely paced as it builds toward a key moment when all seems lost but God comes through in a big way that builds faith for everyone involved. And while the cast does a good job overall, Corbett's portrayal of Spurlock hits the right balance as a priest who starts out just doing his job but ends up stepping out of his comfort zone in faith—highlighting the biblical truth that while humans may make their own plans, it is God who ordains our steps.